

Jon Alderink

OOUX Certified Strategist | Grand Rapids, MI

616-916-1899 | jon@nornforge.co |

www.nornforge.co

Expertise

OOUX

B2B

Complex domains

Information Architecture

Skills

Systems Thinking

Growth Mindset

Workshop Facilitation

User Research

Design Systems

Atomic Design

Cross-functional collaboration

UX Design

UI Design

Tools

Miro

Notion

Figma

Claude.ai

Cursor

Agile

Adobe Creative Suite

Professional Summary

I transform complex B2B and IoT systems into intuitive user experiences. With 15+ years in visual storytelling and design systems architecture, I've consistently delivered measurable impact: 8x improvement in feature deployment, cross-functional alignment across enterprise clients, and scalable design systems. I specialize in bridging domain complexity, collaborating with multidisciplinary teams, and driving business outcomes through human-centered design and information architecture expertise.

Experience

Founder | Nornforge LLC

Aug 2025 – Present | Remote

- Leading strategic redesigns for B2C websites

UI/UX Designer II | Twistthink

Feb 2022 – Jul 2025 | Hybrid

- Designed interfaces for IoT products and complex web applications for Fortune 500 clients (Vermeer, Generac, Dematic, Watts Water)
- Led OOUX implementation resulting in 8x increase in feature deployment speed for Vermeer One project
- Conducted on-site user research and facilitated design workshops
- Created scalable design systems using Atomic Design principles
- Collaborated cross-functionally with strategy, design and engineering teams

Experience Designer & Developer | SDI Clarity

Jun 2018 – Feb 2022 | On-site/Hybrid

- Designed UI/UX for internal course builder tool improving designer efficiency
- Developed front-end solutions using React.js, JavaScript, CSS, and HTML5
- Created engaging e-learning courses and marketing materials
- Provided QA support and creative problem-solving for development team

Digital Color Artist | Hi-Fi Colour Design

Mar 2010 – Feb 2022 | Remote

- Delivered high-quality digital artwork for Marvel, DC Comics, Image Comics, and IDW Publishing
- Managed multiple projects with tight deadlines
- Maintained consistency across 100+ page publications

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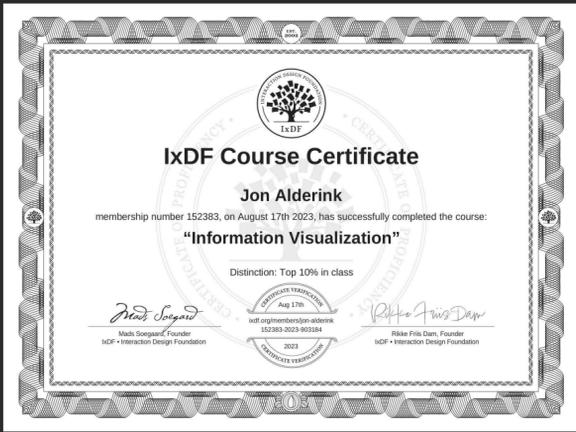
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Honors-Awards

2024 Growth Mindset Impact Award | Twistthink

Certifications



Other Interests



Fun Fact!

I have been taking a class on standup comedy 🎤

Key Projects

Vermeer | Vermeer One: Fleet

- Improved dealer visibility for customer support needs
- Enabled fleet tracking and preventative maintenance features
- Achieved 8x improvement in feature deployment through OOUX practices

Generac | Portable Battery Application

- Designed modern mobile experience for battery monitoring
- Created flexible design system scalable across product lines

Dematic | wPCM Mobile Application

- Reduced installation time and improved technician safety
- Designed secure wireless connection interface for conveyor controllers

Etnyre | Service Bottleneck Research

- Surfaced process bottlenecks that contribute to machine downtime
- Explored improvements to the parts ordering process
- Explored improvements to crew utilization